

A'Sharqiyah University Policy <ASU Web Policy>

Policy name	ASU web policy		
Policy number	AD0007		
Contact Person	eLearning Director		
Approval Authority	University Academic Board		
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Policy Review Cycle	1 year	Next review	2021

1. Definitions

Terms / Abbreviations	Definition
web presence	All websites, webpages, web applications, web services and mobile applications that are present whether locally or via the internet that represent ASU interest.
ASU websites	All electronics pages regardless of their nature that serve ASU interests, but not including third-party applications or webpages that are hosted within ASU servers.
Content Management System (CMS)	Web application to manage ASU electronic content that are expected to be accessed or viewed through web browsers.
Heads of Departments	Refers to all directors, managers, and departments/section/centers heads.
Contact developer	The contact person who handles both technical and non-technical queries that are related to the ASU websites presence, The contact developer might seek advice and support from colleagues or higher rank officer to address any web content related query.
Social media	All media that is created, circulated, generated, shared or exchanged in a web or electronic format for the use with all social media applications.

2. Purpose

The purpose of this policy is to set the rules and regulations that govern the University website presence, in particular, its governance, usability, content, consistency and confirmatory to the ASU mission and vision. The University standing in terms of its culture, values, teaching, research, stakeholders and online business interests should also be governed by this policy.

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3. Scope

This policy applies to all ASU colleges, centers, departments, units, offices, social groups, and all other sub-organization that is owned by ASU, as well as projects that are funded, owned or managed by ASU or its staff whether the website is in-house or externally hosted.

This policy does not set rules for third-party applications that run within its servers, as those applications have their own configuration controls. Any bespoke web application that is designed solely for the benefit of ASU should adhere to this policy and the university should exercise a very comprehensive control on those application interface design and their usability settings.

The policy should also be taken into consideration for any collaboration project that does have a web presence.

4. Policy Statement

4.1. Content

4.1.1. Branding

- 4.1.1.1. ASU websites must represent and convey their unique brand and must reflect its mission, vision, values, and culture. A contestant and identifiable representation of ASU brand must be prioritized.
- 4.1.1.2. All ASU web presence must adhere to clause 4.1.1 above.

4.1.2. Web Content

- 4.1.2.1. ASU strives to maintain high-quality communication through measured means to its electronic mediums of its web presence that includes gathering, publishing, archiving, and the maintenance of its contents.
- 4.1.2.2. Contents must be:
 - 4.1.2.2.1. accurate, up-to-date, useful, reliable, honest with high integrity.
 - 4.1.2.2.2. Suitable for target audience
 - 4.1.2.2.3. unambiguously represent ASU reputation, values, and image.
- 4.1.2.3. Any web application that is hosted or managed by ASU is considered as an integral part of ASU web presence.
- 4.1.2.4. All Social media content will be governed and moderated to ensure that high standards and reputation of ASU is maintained.
- 4.1.2.5. Strict and controlled measures must be followed to ensure that sensitive and confidential information is limited only to the appropriate audience or authority.
- 4.1.2.6. Content should be subjected to appropriate archiving and recorded keep.

4.1.3. Functional Specifications

- 4.1.3.1. Appropriate content management system (CMS) must be used to build, operate and maintain ASU websites.
- 4.1.3.2. Robustness, flexibility, sustainability must be maintained when designing ASU websites and should take into consideration all possible web standards, in particular usability and human computer interaction and other ASU related policies.
- 4.1.3.3. Information Technology services department should host all ASU websites within ASU servers or through any other third-party server that is approved by the ASU vice chancellor.
- 4.1.3.4. ASU websites should be designed with high accessibility standards for its users including impaired, disable and dyslexic, and reflect the business nature of

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the university, in particular teaching, research and community services.

- 4.1.3.5. All ASU websites and other forms of web presence should be subjected to high-security measures against any risk that causes damage to the university assets or image.
- 4.1.3.6. Faculty, department, centers and offices should be able to administer their online profile that is part of their ASU website.

5. Key Stakeholders

University staff, Students, Board of Trustees, Board of Directors, Government Departments.

6. Procedures and Guidance

6.1. Responsibilities

- 6.1.1. Sultanate of Oman rules and regulation must be adhered to by all participants who prepare, edit or manage ASU web contents.
- 6.1.2. This policy is the reference point to all heads of departments to ensure that the integrity of ASU web presence is maintained in high standards.
- 6.1.3. Head of departments must appoint a web contact person to supervise their department's web presence.
- 6.1.4. ASU websites should be monitored by relevant departments to ensure that any content that is illegal or damages the reputation of ASU is immediately removed and appropriate measures are taken to prevent reoccurrence.
- 6.1.5. Information Technology Services department in connection with the VC office should ensure that appropriate measures are in place to restrict access to ASU websites or web presence of any asset that poses risk or damage to the University image.
- 6.1.6. Information Technology Services department is responsible to provide the platform that assists faculty, departments, centers and offices in 5.1.6,6.1.3 and 6.1.4, through the implementation of a high-quality CMS and all Information Technology infrastructure.
- 6.1.7. The Public Relations and Media Department dictates the feel and look of all contents that represents ASU business requirements.
- 6.1.8. Deans and directors should ensure that contents meet the integrity and validity standards before sending them to the Public Relations and Media Department.
- 6.1.9. The protection and safeguarding of all ASU web presence facilities are the sole responsibility of the Information Technology Services' department. The followings must be active and monitored closely:
 - 6.1.9.1. Systems and data must be protected against all known and expected threats as stated in Information Technology Services' manual section 8.
 - 6.1.9.2. All inbound and outbound communication must be protected through strict secure socket layers.
 - 6.1.9.3. An effective incident reporting management system must be active and monitored closely (as stated in the Information Technology Services' manual section 8.2.5).
 - 6.1.9.4. A secure access management system must be in place to prevent unauthorized access to ASU web presence related systems or data as stated in the Information Technology Services' manual sections 6 and 7.

6.2. Accountability

- 6.2.1. The eLearning Department, in collaboration with the Information Technology and

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Public Relations and Media departments, is the responsible body to oversee ASU websites, web applications and mobile applications development plans, and review of the development of the ASU web presence process.

- 6.2.2. The eLearning Department will coordinate between Information Technology and Public Relations and Media departments to ensure the effective and efficient delivery of the ASU web presence constraints that fulfils ASU mission, vision and objectives.
- 6.2.3. eLearning Department will coordinate and keep in touch with various stakeholders to ensure that the state of the ASU web presence meets their needs and satisfaction.
- 6.2.4. eLearning Department will monitor and ensure that all aspects of ASU web presence development goes according to the plan and timeframe.
- 6.2.5. In collaboration with the IT and Media and PR departments, the eLearning Department will oversee the design and the various interfaces that deliver ASU web presence requirements.
- 6.2.6. The Public Relations and Media Department should design a tailored web marketing strategy based on ASU mission, vision and values, and should take into consideration other ASU policies, strategies and operational documents.
- 6.2.7. The Public Relations and Media Department design and prepare all required multimedia elements that go into any ASU web presence front-end interface, this is strictly aligned to ASU brand modelling, though they should seek the approval of the eLearning director to ensure that visual elements meet industry standards and user needs.
- 6.2.8. In terms of the above-mentioned:**
 - 6.2.8.1. The eLearning Director should conduct the research and surveys that drive the ASU website requirements.
 - 6.2.8.2. Based on the above (6.2.1), the Information Technology Department will coordinate with the eLearning Director to build the wireframe and create the prototype.
 - 6.2.8.3. The Public Relations and Media and the eLearning departments should check the prototype to prepare bug report and communicate that back to the IT Department to fix the bugs.
 - 6.2.8.4. Upon the completion of the above (6.3.3), The Public Relations and Media Department checks the overall feel and look of any multimedia object to ensure that the final product meets ASU branding requirements and specifications.
 - 6.2.8.5. Information Technology , Public Relations and Media and eLearning departments should test the final products and write individual reports that should be consolidated by eLearning director. The report should be used to inform the final product implementation and approval.
 - 6.2.8.6. The eLearning Department in conjunction with Information Technology and Public Relations and Media departments should check the compliance of the final products and ensures that it meets Human-computer interaction and usability standards.
 - 6.2.8.7. The Public Relations and Media Department oversees all multimedia elements design, conduct performance analysis and advise IT Department on ASU website development according to the web-marketing strategy (6.2.7).
 - 6.2.8.8. The Public Relations and Media Department should carefully consider meta-data keywords to expand out-reach and address search engine optimization issues, and continuously seeking the improvement and the strengthening of ASU public presence.
 - 6.2.8.9. The Public Relations and Media Department should monitor metrics, traffic, and conduct a competitive analysis to inform the continuous update of the ASU web presence.
 - 6.2.8.10. The focal content administrator from each faculty, department, centers, and other offices prepares the content that should be verified and approved by the line manager before sending the content to the Public Relations and Media Department for publishing.

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- 6.2.8.11. The Public Relations and Media Department should ensure that published content meets ASU branding and business requirements.
 - 6.2.8.12. Administrative specialists and office managers (in consultation with their line manager) should ensure that their faculty, department, centers and offices web-data are accurate, informative, up-to-date and free from spelling mistakes.
 - 6.2.8.13. Faculty (academics) and other administrative staff should ensure that their biodata, publications, collaborations, activities ...etc. are accurate, informative, up-to-date and free from spelling mistakes.
 - 6.2.8.14. IT Department oversees and administers both front-end (client-side development) and back-end interfaces (server-side development, database creation and CMS development), as they are hosting the servers that run the services.
- 6.2.9. The security measures mentioned in 6.1.9 above are closely tied and supported by the followings:**
- 6.2.9.1. The Information Technology Services' department manual must have a rigid and active contingency and disaster recovery plan as mentioned in their manual pages 6,47 & 48.
 - 6.2.9.2. The Information Technology Services' department must have a solid and approved Information technology Operational plan and a risk management plan as mentioned in their manual page 16.
- 6.2.10. It's a collective responsibility of eLearning, Information Technology and Public Relation and media departments to ensure that:**
- 6.2.10.1. All contents must adhere to the code of conduct specified in the IT manual, in particular articles number 5 to 12, and section 3.
 - 6.2.10.2. Must take into consideration Oman cultural background and rules and regulation drafted by Omani authorities.
 - 6.2.10.3. No personal data should be advertised without the consent of the owner.
- 6.3. The eLearning Department is the reference point in-case of any ASU web presence emerging issue/s that is not covered by his policy.
- 6.4. The eLearning Department in conjunction with Information Technology and Public Relations and Media departments are the responsible departments to review and update this policy whenever deemed necessary, though they should seek the approval of the VC and ASU UAB.

7. References

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